

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Saramar, LLC		12/06/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Willert Home Products, Inc.		
Street Address:	4044 Park Avenue		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63110		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3145589	CLEAN YOU CAN SEE	
Registration Number:	646620	TY-D-BOL	
Registration Number:	1898483		
Registration Number:	3148785		
Registration Number:	1663121	TY-D-BOL BLEACH TABS	
Registration Number:	2032516	TY-D-BOL FRESH TABS	
CORRESPONDENCE DATA			
Fax Number:	(314)621-0506		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	314-621-5070		
Email:	iptm@armstrongteasdale.com		
Correspondent Name:	Meredith P. Gammill		
Address Line 1:	7700 Forsyth Boulevard, Suite 1800		
Address Line 4:	St. Louis, MISSOURI 63105		

CH \$165.00 3145589

900184208

TRADEMARK
 REEL: 004479 FRAME: 0491

ATTORNEY DOCKET NUMBER:	02068
NAME OF SUBMITTER:	Meredith P. Gammill
Signature:	/MPG-ATLLP/
Date:	02/16/2011
Total Attachments: 3 source=Samar US mark to Willert#page1.tif source=Samar US mark to Willert#page2.tif source=Samar US mark to Willert#page3.tif	

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made and entered into as of this 6th day of December 2010, by and between Saramar, LLC, a Delaware limited liability company ("**Assignor**"), for the benefit and in favor of Willert Home Products, Inc., a Missouri corporation ("**Assignee**")

WHEREAS Assignor is the owner of the Trademarks and the registrations thereto which are set forth on Schedule A attached hereto and made a part hereof (collective, the "**Trademarks**"); and

WHEREAS, in connection with the transactions contemplated by that certain Asset Purchase Agreement , dated November 5, 2010, by and among, Assignor, Sara Lee Corporation, a Maryland corporation, Kiwi European Holdings B.V., a Netherlands company, and Assignee (the "**Purchase Agreement**"), Assignee wishes to acquire and Assignor wishes to assign and transfer to Assignee all of its rights, title and interest in and to the Trademarks.

NOW, THEREFORE in consideration of these premises, covenants and obligations set forth herein and other good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby assigns and transfers to Assignee, free and clear of all Liens, all right, title and interest in and to the Trademarks together with all common law rights and goodwill of the business connected with the use of and symbolized by the Trademarks.
2. Assignor agrees that it will execute any further documents reasonably required by the Assignee to transfer, assign, secure and enforce the rights granted to Assignee under this Assignment.
3. This Assignment shall inure to the benefit of Assignee and its successors and assigns and shall be binding on Assignor, its successors and assigns.

[Signature Page to Follow]

IN TESTOMONY WHEREOF, Assignor has caused this Assignment to be signed and executed by its undersigned duly authorized officer.

SARAMAR, L.L.C.

By: *re Sil*

Name: Mark S. Silver

Title: Vice President and Assistant Secretary

Date: December 6, 2010

STATE OF ILLINOIS)
)
COUNTY OF DUPAGE)

On this 6th day of December, 2010, Mark S. Silver personally appeared before me, who is know by me to be the Vice President and Assistant Secretary of the Assignor above named, and acknowledged that he/she executed the foregoing Assignment of Trademarks on behalf of said assignor and pursuant to authority duly received.

 Filomena Y Trombino
Notary Public

My commission expires: September 19, 2014



SCHEDULE A

Country	Trademark	Reg. Number
United States	CLEAN YOU CAN SEE	3145589
United States	TY-D-BOL	646620
United States	TY-D-BOL (MAN IN BOAT)	1898483
United States	TY-D-BOL (MAN IN BOAT)	3148785
United States	TY-D-BOL BLEACH TABS	1663121
United States	TY-D-BOL FRESH TABS	2032516